THE BIG B

BONANZA AIR LINES

JUNE 1959

EDITORIALLY SPEAKING

BY DAVE BEATTIE

Darted down to Phoenix the other Friday. A most interesting couple of days. Had first "official handshake" with station manager John Hays, over coffee. John and I have sorta visited together several times, but without the formal touch. Also indulged in coffee with John Boyle, new Division Chief Pilot, and had the pleasure to peep in on a pilot meeting. All sturdy individualists, these gents make for an interesting gathering.

Had the further pleasure to visit Joe Bon Smith and his Instrument Repair Shop. An article on this operation is on the way. We were surprised at the size and scope of the shop, the array of precision machinery, and the stunning decorations. A skilled and congenial group of six instrument and radio men assist Mr. Smith in his endeavors.

Key point of Bonanza's merchandising in Phoenix is the CTO, in the lobby of the Adams Hotel, a hostelry of mellowness and charm. We were directed to the "second doorknob back" by pretty, perky Glenda Frye, found it, and burst in on good friend Bruce Ryan, Regional Sales Manager from Phoenix, for a very full session of talk and inspection of the offices. Plus meeting the nice young ladies on duty. Pictures and story coming soon in the Big B . . .

Readers are begged to note the date on this issue. June. We are back to monthly publication for the B. If you have material, send it along by the fifteenth of each month.

COVER PHOTO

SILVER DART AT REST . . . Being checked and groomed for the next day's flights is this jetprop Silver Dart, shown here at Bonanza's Las Vegas headquarters.

GRAND CANYON TOUR . . . Bonanza's Big Gun?

Traffic and Sales Secretary Barbara Wrenn mails out Grand Canyon tour brochures. Attractive brochure gives full details of trip.

A complete package tour from Phoenix to Grand Canyon, featuring East and West Rim drives, Indian dances, plus lunch and dinner at the Canyon, may be Bonanza's big gun in the tourist trade. Nation wide interest, stirred up by a whirlwind tour across the country by Regional Sales Manager Bob Murray, is being shown by a flood of letters from travel agencies, tour conductors, and interline people.

Geared for the air age traveller, this tour makes the Grand Canyon a fast, full one day stopover . . . thanks to nonstop Bonanza flights to and from Phoenix.

Beginning with the inauguration of service to the Canyon, via Valle Airport, on May 1st, the Grand Canyon Package Tour . . . one of many Bonanza Variety Vacation Tours, has experienced a steady growth. As news of this tour reaches the public it is expected to become one of the biggest selling trips in the Southwest. For those interested, employee or not, an attractive folder outlining the tour and giving rates is available from the Tour Sales Department, Bonanza Air Lines, PO Box 391, Las Vegas, Nevada.

PHOENIX C OF C LAUDS CANYON TRIP

New tour to boost tourist trade

Great interest in Bonanza's new Grand Canyon Variety Vacation Tour is being shown by the businessmen of Phoenix, through the Phoenix Chamber of Commerce. A recent article in the C of C publication "Phoenix Action," edited by Publicity Director Robert L. Davis, cited the new service as a "boon to local businessmen and to the Phoenix summer tourist business." The article contains a full description of the tour and information on Bonanza's other flights from Phoenix.

The article also contained a number of direct quotes from Bonanza's Phoenix Sales Manager Bruce Ryan, who has been working very closely with the General Manager of the Chamber, Lewis E. Haas, on this promotion. Copies of Bonanza's Grand Canyon brochure are being made available to the public by the Chamber, and may also be obtained at all Bonanza ticket offices.

MORE SILVER DARTS SOON

Work begins on next three

Packing his bag for another stay at Fairchild Aircraft plant in Hagerstown, Maryland, is Lou Arpin, Bonanza's Assistant to the VP-Operations and presently Factory Rep for the F-27A. Three more of the jetprop craft will be delivered to Bonanza, starting about August first. These will bring Bonanza's fleet of Silver Darts to six.

BONANZA TO OPEN LOS ANGELES CTO

A City Ticket Office, serving the Los Angeles area, will be opened by Bonanza in early June. Announced recently by Traffic and Sales VP William J. Mitchell, the office will be located at 9365 Wilshire Boulevard, Beverly Hills.

Mitchell stated that due to the current trend in movement toward the suburbs, this location was chosen in preference to a downtown site. Availability of parking and lack of congestion were also considered, Mitchell added.

Included with the CTO will be reservations and the office of Regional Sales Manager Bob Murray.

Today's fare level is only 3.2 per cent higher than that of 1939.

First For The Tour

INTEROFFICE CORRESPONDENCE

BONANZA AIR LINES, Inc.

TO Dave Beattie

FROM Traffic & Sales

DATE June 2, 1959

Attached picture is of our first Grand Canyon Excursion tour guest, Marian Parmelee, 2186 Bunts Road, Cleveland, Ohio, taken at the Hiway House in Phoenix with Mr. John Lann, General Manager of the Hiway House.

For "Big B."

Mary Anne

map

PHOENIX PILOTS PRAISE CAPT. CLAUDE H. FERGUSON

Bonanza Air Lines Phoenix based pilots held a luncheon Wednesday, April 29th at Tovrea's Stock Yard Restaurant, in honor of Captain Claude H. Ferguson, divisional chief pilot, who recently resigned that position to become a regular line captain.
Captain Bernie Schoenknecht, expressed the views of the 34 pilots and company officials attending by stating, "Your job has been replaced by a qualified man, but, Captain Ferguson, in our hearts, you can never be replaced."

In appreciation, the Phoenix pilots presented Capt. Ferguson with a .357 Magnum revolver, leather holster and ammunition.

Captain Ferguson said it was his pleasure and honor to represent the company as their divisional chief pilot these past 6 years and thanked the pilots and all Phoenix personnel for their support and help. When asked what he planned on doing with the regular days off, he replied, "Goin' fishing and hunting."

—Bob Davy Photo

TRANS-WORLD AIRLINES—Boeing 707 jet schedules on TWA have shown a 96% load factor and 98.9% of scheduled miles have been flown, with good on-time results. Service began March 20, with the big jets currently flying San Francisco-New York, Los Angeles-New York, and Los Angeles-Chicago.

WESTERN AIR LINES—Delivery of nine Lockheed Electra jetprop aircraft is expected to begin in June. These aircraft will be powered by Allison 501-D13 engines leased from General Motors.

Airline Sketches

UNITED AIR LINES

By R. L. Desmond
Agency Interline Superintendent
UNITED AIR LINES

DURING MY 12 YEARS WITH UNITED AIR LINES, the air transport industry has outgrown its adolescence to approach maturity in the Jet Age.

A look back at the planes and service of just a decade ago gives every airline employee a certain appreciation of the long road which has been covered in both technological progress and passenger service improvements.

At the time I joined the company in 1946, United was introducing its Douglas DC-4s on coast-to-coast routes, shrinking transcontinental flight time to 13 hours. Now, we of the airlines talk matter-of-factly of the same trip, New York-West Coast or vice versa, in terms of 4½ hours aboard a passenger jet transport.

United began preparing for its Jet Age operations long before the first die was prepared for the Douglas DC-8, which in 1959 will join the United fleet.

In 1945, United engineers already were at work studying characteristics and performance of the turbojet and turboprop engines. Through the following years, groundwork continued toward the day in October, 1955 when 30 DC-8s were ordered. An additional 10 DC-8s and 11 Boeing 720 medium-range jets were ordered in November, 1957.

On Memorial Day of this year, the Douglas DC-8 lifted from the runway at Santa Monica, Calif., on its maiden flight. And soon United passengers will be comparing their jet flight experiences with others, as distance becomes time.

Pilots training for DC-8 operation will have the use of a unique electronic flight simulator employing television. As the pilot "lands" or "takes off" in the simulator cockpit, a closed-circuit television system will flash an exact view of the airport as the pilot sees it. Movement of the camera projecting the picture is synchronized with the pilot's controls. Link Aviation, Inc., is the manufacturer.

Mechanics and ground personnel due to service and overhaul the DC-8 and 720 engines will utilize an electronic jet engine trainer also produced by Link. Simulating operation of these jet engines, the device can conform with any operating condition which could arise.

Our equipment needs in the immediate years ahead will consist of much more than aircraft and training aids. Already in operation at Chicago's O'Hare International Airport is a passenger service device pioneered by United and designed for Jet Age passenger terminals.

Built by Lockheed Air Terminal, Inc., the "Aero-Gangplank" is a second-level covered walkway between the passenger concourse and aircraft. Anchored at one end to the concourse, the telescoping unit moves out to the plane door.

The mobile end is mounted on a dolly with hydraulic cylinders which adjust the height to the level of the plane aisle. This unit allows passengers to proceed directly between the terminal and their plane while sheltered from the weather, making it unnecessary to climb stairs or avoid ramp traffic.

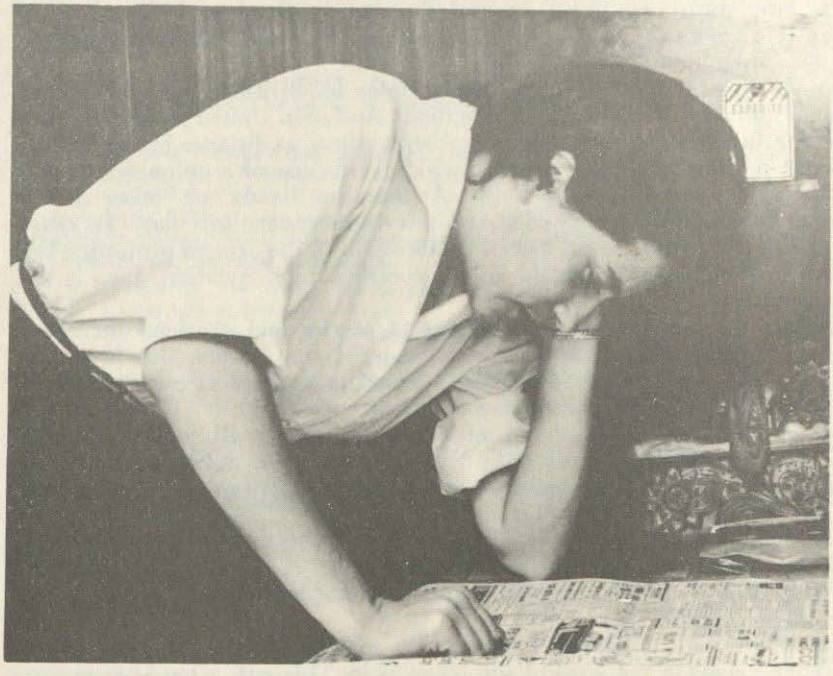
The largest interconnected electronic data processing system ever built for any industry, it will provide complete reservations information for an entire year ahead to more than 2,500 ticket sales agents in 208 offices across our 80-city system.

This data network will have a "jet speed" of its own. Eighty per cent of all reservations will be made in one second. Average time for all reservations — 1½ seconds.

We have also strived to improve passenger comfort. In November, 1957, United became the only coast-to-coast airline with C-band weather-mapping radar as standard equipment on every plane. Now storm cores no longer present an obstacle. The result is a smoother flight and more on-time arrivals.

The fact that more people are flying today than ever before is indeed a tribute to the local service carriers as they now represent an important segment of the overall airline industry and will continue to provide fast, high grade intermediate service to cities that cannot at this date look forward to jet transportation.

We in United are extremely proud of our relations with Bonanza Air Lines and are grateful to your fine company for the manner in which you have promoted our service. Likewise we can assure you that we will continue to reciprocate and sell with pride the services of Bonanza.



WE LOST . . . AGAIN! . . . is the lament of PHX Res Agent Glenda Frye, going over the score made by Phoenix Giants baseball team. Noteworthy was one player making 11 hits with 5 times at bat.

LOOKING OVER SQUAWKS on a DC-3 check are Inspector Scott Windsor and Lead Mechanic Wayne Mitchell, at Bonanza's maintenance base in Las Vegas.

CLOSE TEAMWORK on the Dart jetprop engine is shown by Electricians Stan Nelson, left, and Ralph Krone.

SCHLEIFER NAMED PERSONNEL REPRESENTATIVE

George J. Schleifer, formerly agent at Santa Ana, has been named Personnel Representative for Bonanza, it was announced recently by Industrial Relations Director Richard A. Rogers. Schleifer took over his duties, which include personnel interviews and administrative activities on May first.

Prior to coming to Bonanza in July, 1957, Schleifer was with Slick Airways in Burbank and Ozark Air Lines. He is single, and resides in Las Vegas.

Bonanza Air Lines
Las Vegas, Nevada

Gentlemen:

As a stamp collector in addition to being a Bonanza stockholder I want to express my appreciation for the Inaugural Flight First Day Cover just received.

Your publicity department is doing a magnificent job!

Sincerely,
Jane N. Rice
Mrs. Victor M. Rice
Phoenix, Arizona

BOYLE APPOINTED PHOENIX CHIEF PILOT

John Boyle, formerly Las Vegas based captain, has assumed the duties of Division Chief Pilot in Phoenix. Boyle replaces Capt. Claude Ferguson, who has returned to line service.

KREILING NAMED PHX DIVISION CHIEF HOSTESS

Margaret Kreiling has been appointed Division Chief Hostess, based in Phoenix, replacing Helene Schulte, who has resigned.

Prior to joining Bonanza, Miss Kreiling served as Chief Hostess for Slick Airways, and as Asst. to the Superintendent of Stewardesses for American Airlines.

NEW PHONE NUMBERS IN LAS VEGAS

As of June 1st, the following phone numbers will be in effect at Las Vegas: General Offices — OVerland 7-1701, Reservations — OVerland 7-1818, Airfreight — OVerland 7-2704, Stores (after hours) — OVerland 7-1040.

SABENA OFFERS AIRLINE EMPLOYEES 75% OFF TO EUROPE

SABENA is offering authorized airline employees a 75% reduction year-round with positive reservations on its transatlantic flights, it was announced today by Jack Young, Agency & Interline Manager, North America for SABENA Belgian World Airlines. First to pioneer 75% reduced fares for airline employees, SABENA is first again in offering it on a year round basis, and also first in offering it valid for Boeing 707 Intercontinental Jet Travel.

Further details may be obtained from the Interline Manager, SABENA Belgian World Airlines, 720 Fifth Avenue, or any of SABENA'S 27 Sales Offices throughout North America.

Phoenix Brownie Troop Takes Scenic Flight

Mrs. James George, leader of Brownie Troop #738 held the flying up ceremony of Brownie girls flying into Intermediate Scouting at Phoenix Sky Harbor Airport.

Climax of the ceremony was a scenic flight over Phoenix and the Valley of the Sun.

Left to Right: Phyliss Brooks, Becky Brannon, Linda Anderson, BAL Hostess Ann Hancock, Judy Sutter, Anocleta Stelter, Patricia Antos. —Biers Photo

QUEEN BEE MEETING—Representing Bonanza at the April meeting of the International Association of In-Flight Supervisors was Chief Hostess Joanne Cheek, at left. Held in Denver, with Frontier as host airline, the program included discussions of common problems, uniform styles, and working conditions. A cocktail party, banquet, and a tour of United's DC-8 jetliner rounded out the two day meet. Shown above are six of the supervisory hostesses participating, from left, Joanne Cheek, Bonanza; Shirley Schrecongost, Capitol; Martha Jance Estrand, Trans Ocean; Betty Woodward, Alleghany; Khay Widner, West Coast; and Frontier's Division Chief Stewardess, whose name was not recorded. —Frontier Airlines Photo

Mach 3 Air Travel Seen By 1970

Air travellers will fly at three times the speed of sound in 1970-72, according to leading engineers. R. C. Seybold, VP-Engineering at Convair; and Douglas engineers E. F. Burton, and V. V. Holmes, in talks given at the 27th Annual Meeting of the Institute of Aeronautical Engineers.

No new technical breakthroughs will be required to develop the Mach 3 transport, visualized as a 160 passenger, six engined craft, with a speed of 1725 knots and a range of 3,500 miles. However, many difficult and costly problems remain to be overcome before such a project can be completed.

Next step after the Mach 3 to 5 transport will be a ballistic passenger carrier, expected to be developed in 25 to 30 years from now.

Strikes and threats thereof forced cancellation or disruption of the travel plans of more than 2,500,000 passengers in 1958.

FIRST TO GRAND CANYON on May 1st was Dr. Klaus Benger, of Bregenz, Austria. Hostess Margarete Fuecht, formerly of Stuttgart, Germany, welcomed the doctor aboard, and a conversation in German was at once struck up. Dr. Benger is currently on a several week tour of the United States. On hearing of the new Grand Canyon service while in Los Angeles, he immediately booked passage on the inaugural flight. —Bob Davy Photo

reports

News by, of, and for Bonanza employees. If you have an item of interest contact your local correspondent, station manager, or send contributions direct to the Editor.

TONOPAH

BY LEOLA DIEFFENBAUGH

Any unfamiliar objects you may see flying through the air will only be us little ones from the windy lands of Tonopah. This seems to be the only complaint so far. Of course, the temperature is somewhat lower than sunny Las Vegas.

Anyone handy with a paintbrush would be a welcome sight here. This next week seems promising for a new face lifting for the lobby, so the brushes are swinging.

They say there are lots of good fishing spots up here, so let's see some of you fishermen up this way . . . when it gets a little warmer.

Harry Burt, Jr., Daniel Zickafoose, Robert Carson, and George Quarmby (from HTH) paid us an enjoyable visit. Would enjoy seeing more Bonanza people.

We are all settled now, find the people very friendly, and like it very much.

Signing off now to get ready for flight 31, be seeing you . . .

PALM SPRINGS

BY PAUL DREW

It's probably a long time since you've heard from us, but we finally got a breather. Things here are slowing up a bit and a good thing too since Bonanza is having "The Changing of the Guards."

We want to welcome "Big Jim Cornell" from the land of cool, crisp air, to the land of hot, sandy wind. Also, here's wishing Tommy Martin, our old boss, the best of luck at his new position in SAN.

Palm Springs feels a little "left out" because the "Silver Dart" hasn't been scheduled through here yet, but we keep our spirits high knowing that we'll be next.

Some of the news topics, as far as PSP personnel are concerned are: Agent Harold Hardy became a father for the 2nd time on Friday, February the "Lucky" 13th, to a 7 lb. 10 ounce bouncin' baby boy. And the next day, February the 14th, "Valentine's Day," agent Paul Drew was married. Whew . . . what a week-end.

You'll hear from us again.

The Federal Aviation Agency predicts that the nation's airlines will carry 66,000,000 domestic passengers in 1960 (compared with 45,000,000 in 1958), and further increase to an estimated 118,000,000 passengers by 1970.

THE BIG B

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AIRLINE EDITORS CONFERENCE
THE AIR TRANSPORT ASSOCIATION OF AMERICA

DAILY NON-STOP
PHOENIX to GRAND CANYON

MAY 1st through October 31st...

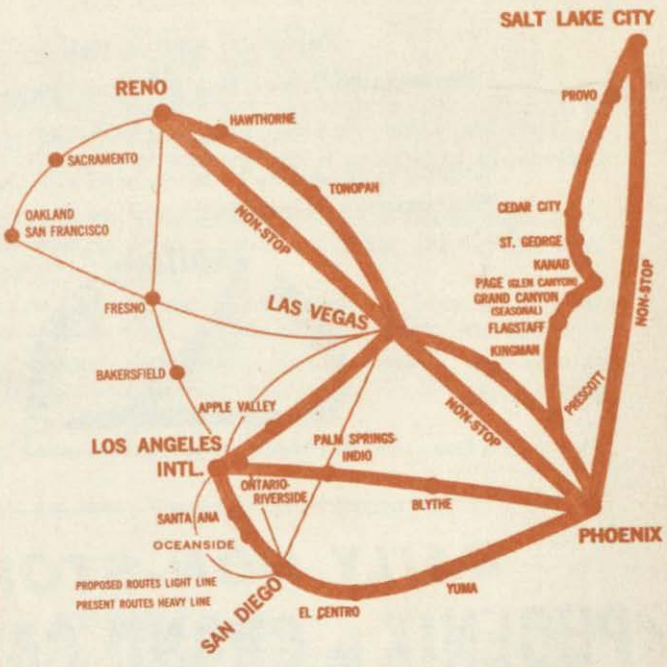
Bonanza Air Lines flies special daily air tours from Phoenix to Grand Canyon. Landing at Valle Airport, only 31 miles from the South Rim of the Canyon, optional limousine service is available either in the morning or afternoon.

At other times of the year Bonanza Air Lines serves Grand Canyon via Flagstaff. For complete Grand Canyon Package Tour Folder and a variety of additional Package Tours write

BONANZA AIR LINES
P. O. Box 391 Las Vegas, Nevada

MEMBER AMERICAN SOCIETY OF TRAVEL AGENTS ASTA

Bonanza Air Lines, the fastest growing airline in the West, now serves the 22 major business and resort communities in Southern California, Arizona, Nevada, and Utah!



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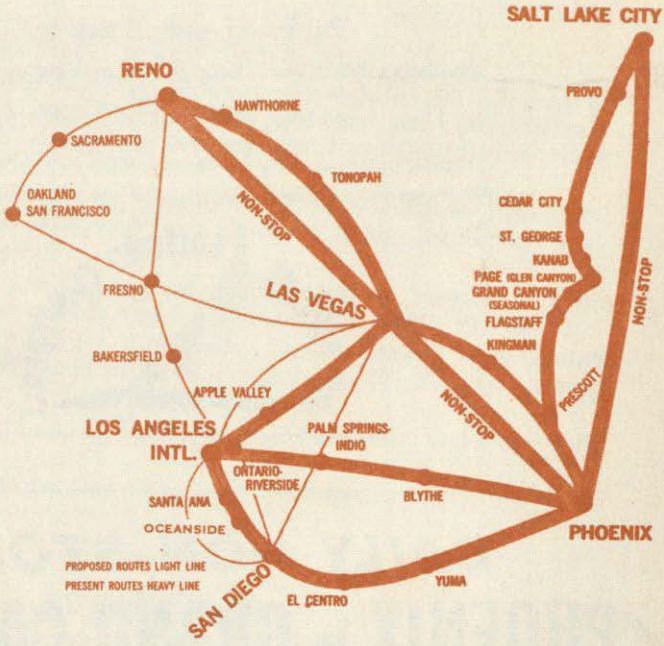

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